

Financial Sustainability and Membership

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Village to Village Network
National Village Gathering
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ElderHelp Concierge Club Snapshot

- Established August 2008
- 170 Members with incomes less than \$13,000
- 15 Members with incomes in excess of \$13,000
- Annual Fee - \$0-\$200 a month
- 16 Member Board of Community Members
- Staff: 6 direct program staff and additional support staff & 200 Volunteers
- Operating Budget: \$650,000



Paid Staff

MSW Member Services Director

2 BSW Member Care Manager (1 bilingual)

1 Intake Social Worker

1 Information and Referral Specialist

1 Member Liaison

1 Volunteer Recruiter

1 Half Time Transportation Coordinator

Adding soon: Membership Sales



Volunteer and Staff Impact

- Case Management 3300 annually
- Grocery Shopping 2,500 trips annually
- Friendly Visits 4,200 annually
- Transportation 3,360 rides
- Housekeeping 300 visits
- Financial Advocates 480 visits

Member Recruitment

- Identified target areas by mapping census tracks
- House parties
- Hired Member Outreach Coordinator half time
- Reach out to hospitals, skilled nursing and rehab facilities and churches
- Partner with DMV
- Partner with home health agencies
- Brochure drops on a consistent basis
- Program committee



Revenue Sources

- Member Fees
- Individual Contributions
- Foundation Grants
- Reimbursement



Sustainability- Critical Success Factor

- Varied sources of revenue
- Cash Flow
- Group Memberships
- Volunteer/Member Balance
- Public Policy Integration
- Foundation Support
- Evidence Based Evaluation
- Serving diverse populations

